Dear xxx

Enclosed you will find some Whole Earth's previous editions. We are a 32 year old Marin based public benefit corporation (aka as a non-profit 501c3) and we need to raise about 35% (or 300K) of our operating costs in order to continue to disseminate and publish about the issues you care about. We are seeking a few committed and caring individuals who would be willing to participate in a matching grant program during our year-end fundraising efforts.

Both our quarterly publication and its ideological parent, the National Book Award-winning Whole Earth Catalog series, are well-known for their eclecticism, covering a range of issues representative of the whole earth, the environment, culture, technology, spirituality, the arts, and more. On occasion publish special thematic issues of the magazine, focusing on topics that we believe are so urgent, so underreported, or both (and generally, it is both) that such expanded coverage is warranted. Past examples of thematic issues include "Religions & Environment" (Winter 1997), "Soul & Money" (Spring 1998), and "All Species Inventory" (Fall 2000 discussed in section III below).

Last year was our first year of a matching grant challenge. Our readers (who are our main supporters) rose to the occasion and gave even more generously when they knew their dollars were being matched. So many of the donations came with hand written letters indicating their gratefulness to the anonymous matching donor challenge. Would you be interested in being in participating in our Whole Earth Metal Challenge? You could be an acknowledged or an anonymous matching donor or we can acknowledge a business or program of your choice instead for this years campaign! Attached is a matching grant menu and of course we would be grateful for any other of support you might envision for whole earth.

If you are interested both David Bolling our publisher and I would be delighted to meet for a meal to discuss your interest or to answer any questions you might have about whole earth. We would welcome the chance to meet with you.

Danica Remy
President

Yes! Sign me up for the Whole Earth Metal Challenge <David I used a 12,000 number for the assumptions… which should be removed from what ever it finally shipped.>

I want to participate as a:

- ❑ Whole Earth Titanium <120,000> Challenger - For every 1 dollar raised from readership a $10 dollar match

  Benefits
  6 full page ads or 6 one page articles on a group of your choice
  Recognition as a whole earth titan
  30 gift subscriptions
  1 High quality and hand signed "All species" poster

- ❑ Whole Earth Platinum <60,000> Challenger - For every 1 dollar raised from readership a $5 dollar match

  Benefits
  4 full page ads or 4 one page articles on a group of your choice
  Recognition as a whole earth ????
  25 gift subscriptions
  1 High quality and hand signed "All species" poster

- ❑ Whole Earth Gold <12,000> Challenger - For every 1 dollar raised from readership a $1 dollar match

  Benefits
  4 1/2 page ads or 4 one-half page articles on or by a group of your choice
  Recognition as a whole earth ???
  15 gift subscriptions
  High quality and hand signed "All species" poster

- ❑ Whole Earth Silver <6,000> Challenger - For every 1 dollar raised from readership a .50 cent match

  Benefits
  2 1/2 page ads or 2 one-half page articles on a group of your choice
  Recognition as a whole earth ???
  10 gift subscriptions
  High quality and hand signed "All species" poster

- ❑ Whole Earth Nickel <600> Challenger - For every 1 dollar raised from readership a .05 cent match

  Benefits
  1 1/4 page ads or 1 one-quarter page articles on a group of your choice
  Recognition as a whole earth ???
  5 gift subscriptions
  "All species" poster

- ❑ Whole Earth Copper < 120 > Challenge - For every 1 dollar raised from readership a .01 cent match

  Benefits
  1 1/4 page ads or 1 one-quarter page articles on a group of your choice
  Recognition as a whole earth ???
  3 gift subscriptions
  All species" poster